

MB DOCKET NUMBER 04-233

KTRE, CHANNEL 9, LUFKIN, NACOGDOCHES, TEXAS **LOCALISM INITIATIVE**

*

Local newscasts aired each week:

Daybreak (Morning News)	Monday-Friday	90 minutes
-A portion of Daybreak each day is devoted to local farm and ranch news		
Morning Newsbriefs	Monday-Friday	20 minutes
Mid-Day News	Monday-Friday	30 minutes
East Texas News at 5 pm	Monday-Friday	30 minutes
East Texas News at 6 pm	Monday-Saturday	30 minutes
East Texas News at 10pm	Monday-Sunday	35 minutes
News Replay (late night)	Monday-Sunday	35 minutes

One-sixth (1/6th) of our overall weekday programming is committed to local news presentations. At KTRE 9 news, we live our brand of “Caring, Committed, Proud of East Texas”. We are the number one news station in Deep East Texas. Localism goes to the very heart of our success.

In the past year, we added a daily local midday newscast to serve our viewers.

Our news presentation reflects the values and standards of our viewers. Our local news coverage addresses the problems, needs, and concerns of the communities in the counties we serve.

In this recent political season, our commitment to localism led us to present more than 2 hours of issue-oriented local political, and candidate coverage within our daily newscasts.

In addition to our daily coverage of local news, issues and events, we have developed creative and innovative on-going “special” reports that focus on local people and issues. Here are just a few:

- Proud of East Texas - weekly stories about local people and places that make East Texas a better place to live.
- Streets Of Speed – weekly stories focus on neighborhoods fighting the problem of speeding drivers who threaten their communities.
- Restaurant Reports – weekly reports on the health inspections of East Texas restaurants.
- Med Team Reports – daily reports keep our viewers in touch with the latest medical breakthroughs and treatments in East Texas and around the nation.
- Somebody’s Got To Do It – daily reports air for one month each quarter that highlights a local resident and their job in the community.
- Does It Work – weekly reports on new consumer products help East Texans avoid being ripped off.

Local sports are an important interest of many East Texas viewers. Our sports commitment focuses on local schools and athletes with daily reports within our newscasts. And, our commitment to localism goes beyond our daily newscasts; our local production of many special programs satisfies the needs and interests of our viewers:

- * Local Politics & Issues
In the 5 weeks leading up to this year's November election, KTRE will present more than 12 hours of free airtime to local political candidates.
- * Barbershop Talk
Weekly stories aired during football season that allow the community to comment on local area sports.
- * Jack of the Week
Weekly stories aired during football season that draws attention to Stephen F. Austin State University's football player of the week.
- * Friday Night Madness
A locally produced high school football highlights program. Aired live on Fridays at 11:35 pm with a Sunday, 5:00 pm repeat. Features scores and highlights from East Texas area football games.
- * Inside East Texas
A weekly, local public affairs program that provides a forum for discussion of local problems, needs, and concerns within the community. Aired Sundays 8:30 am & late night repeat
- * Power of Prayer
A half hour locally produced program, which airs each quarter in prime time. The program examines how prayer has impacted the lives of people from our East Texas area in a positive way and is comprised of interviews with people who have experienced the power of prayer.
- * Telethons:
MDA Telethon airs each Labor Day. Program is 20 + hours in length with local cutaways. Proceeds are used to fund Muscular Dystrophy research and patient services.

United Negro College Fund Telethon airs 4-hours each January. Proceeds fund scholarships to benefit historically black colleges in the East Texas area.

- * Political programs:
KTRE has aired four one-hour Inside East Texas political programs during the month of October. These programs featured numerous candidates for political office in the East Texas area.
KTRE aired two one-hour prime time debates featuring First Congressional District candidates Louis Gohmert and Max Sandlin.

- * WEATHER
 - PROJECT TORNADO
The month of April begins a 90-day period of the year in which tornadoes are most likely to occur in East Texas. With that in mind, KTRE's Weather Team has designed a month long education campaign called PROJECT TORNADO. PROJECT TORNADO is a multi dimensional community service program concerned with tornado and severe weather safety. Texas has twice as many tornadoes per year as any other state so there is a real need for safety education. KTRE Meteorologists visit area schools and community centers during the month. Free Severe Weather Safety Guides are also distributed throughout the community and in the classrooms. The goal is to get safety information out to as many East Texans as possible. KTRE's Weather Team presents special reports on air throughout the month as well.

 - Storm Spotters Conference – KTRE's meteorologists provide a severe weather class to anyone who would like to attend in each county for free of charge. All classes have had a great turn out from our viewers.

 - The commitment to our presentation of important weather news and information goes to the very heart of localism within our newscasts. KTRE has spent \$270,000 in 2003 and 2004 to own its own real-time Doppler Radar. This allows our staff of meteorologists to give viewers up to the minute reports. KTRE is the only station in East Texas to own this technology on-site. Also, in the upcoming 2004-year and 2005, we anticipate spending an additional \$70,000 on enhanced weather technology, so our viewers have the best coverage available.

 - We also offer Deep East Texans a number of innovative weather warning systems to protect them from harm. KTRE 9 sends weather warnings and updates to more than 4,500 local subscribers through a web-based project called "My Personal Forecast".

 - The local community may also be warned of severe weather through "24-7 Alert". This program allows weather information, maps, and scroll warnings to be accessed and alerted on a computer desktop. KTRE's 24-7 Alert has more than 3,900 subscribers.

- Using a telephone-based service known as “ThunderCall”. KTRE has over 2,000 subscribers in East Texas that receive automated phone calls from our KTRE meteorologists to business, home, or cell phones throughout the area when threatening weather develops.
- Last but not least, local “weather watchers” bring community based weather reports to our news presentation each night.

* Ascertainment efforts:

KTRE was the first Liberty station to post a community response poll on their web site in January of 2003. This enabled KTRE to gather information from the community at-large regarding issues of concern. All the data gathered from this effort is compiled and distributed to staff for use in structuring programming to address current community issues and concerns. The poll remains posted on KTRE’s web site, and filed in our Public File for public viewing. We also have an e-mail address posted on the web site for the public to submit comments to KTRE. All messages received are saved for the Public File and shared internally as appropriate. Questions submitted by viewers via e-mail receive a response from members of KTRE’s management team.

KTRE has a dedicated voice mailbox for the public to call in questions, concerns, or comments about our programming. Each message is forwarded to the appropriate department for review and response as needed.

* Music

KTRE has utilized a local artist to sing and/or compose music to use on our station.

- Several commercial jingles
- Station Christmas greetings

* KTRE.COM

The Community link on KTRE.COM offers:

- Community Calendar – open to the public to post upcoming community events.
- Special Non Profit events are highlighted on the community page to make it easy for the community to get all details on an event and link to their website.
- During peak sport seasons, the website is used to conduct a “Sports Chat”. Here KTRE hosts the chat, and allow questions from local viewers to be answered by local coaches, or our sport anchors about local teams and players.
- The website is also a venue for local stories to be explored more than in the time allotted on-air segments. We are also able to provide links and additional resources to our local community on KTRE.COM.

- This year, KTRE.COM hosted a virtual food drive on it's website. Money was raised (per click) for the East Texas Food Bank.

* Emergency

- During severe weather we have Live Doppler Coverage, 24-7 Alert Desktop scrolls, and Live on-air coverage.
- KTRE monitors in AMBER and EAS as a Monitoring Station

KTRE - STATION PARTICIPATION IN COMMUNITY ACTIVITIES

EDUCATION IN THE WORKPLACE – Schoolteachers from four different districts in our community shadow our station news employees. They take back with them how communication is used in the workplace and how to use media and communication in the school.

UNITED WAY - Each October KTRE internally promotes fundraising activities for the United Way. Last year over \$3,500 was raised for the Nacogdoches and Angelina County United Way offices. This money is distributed to local East Texas non-profit organizations.

ANGEL TREE – KTRE and its employees have personally adopted 6-needy children over the holidays. Every gift off of their wish list was bought and wrapped for the children. Over \$700 was raised to purchase these gifts.

HOT TO TROT CHILI COOKOFF – Proceeds from the Hot to Trot Chili cook benefit the Nacogdoches Heritage Foundation. Besides entering the cook-off and placing in several categories, the station promoted the cook-off.

Production/Promotion: \$300

LOOK LIVE BLOOD DRIVES – Local blood drives are held once a year or “as-needed” in our local market area. They run all day, and KTRE airs on-the-hour breaks for approximately 3-hours. The blood-drive benefits the East Texas Blood Center to aid in local need.

Promotion: \$600

DOWNTOWN HOEDOWN – Proceeds from the downtown hoedown benefit the Downtown Merchants Associations and MainStreet Lufkin.

Promotion: \$700

Production: \$160

TEXAS STATE FOREST FESTIVAL – This annual festival is an attraction to many East Texans and their families. Booths, Vendors, and rides are all part of the local attraction. As an opening-night sponsor, KTRE partners with the festival to help the Angelina County Chamber.

Promotion/Production: \$2,000

ANGELINA COUNTY BENEFIT RODEO – Proceeds from the rodeo go to benefit the Wilson McKewen Children's Rehabilitation Center. We promote this event for the center.

Promotion/Production: \$3,200

GLOBETROTTERS - This year, KTRE had the opportunity to sponsor with SFA, Baskin's, and the Harlem Globetrotters. As a sponsor, we were entitled to over 100 tickets to the performance, that we were to give to local needy children. KTRE gave free globetrotter tickets to the Boys and Girls Club in Nacogdoches. The estimated cost of each ticket was \$20, equaling a worth of \$2,000.

Promotion/Production: \$3,000

FEED THE NEEDY FOOD DRIVE - Each year, KTRE co-hosts a food-drive at the entrance of the Pineywoods Fair. Members of the community are asked to bring 3 cans per person and receive a "\$5-off" armband for rides. This serves as an incentive for members of the community to donate canned goods for the East Texas Food bank, where all of the food is used locally. This year, over 5,000 cans were collected for the food bank.

Promotion/Production: \$2,500

COATS FOR KIDS

Each November KTRE partners with LOVE, INC. and Godtel Ministries to help collect coats for underprivileged children. KTRE helps publicize this need.

Over 500 coats were collected from all over East Texas and were distributed to children in the KTRE viewing area.

Promotion \$3,000

Production \$160

KTRE 2003 - 2004 PUBLIC SERVICE ANNOUNCEMENTS

PROMOTION	PRODUCED		AIR TIME \$	ADDITIONAL COVERAGE
	YES	NO		
Agency on Aging – Senior Expo		X	5,000	
AI – Anon /AI-Ateen		X	37,500	
American Cancer Society – Relay for Life	X		21,500	
American Heart Association – Heart Walk	X		1,100	
Angelina Beautiful / Clean – Texas Trashoff	X		2,700	
Angelina Arts Alliance – Caitlin Tully	X		3,600	
Angelina Arts Alliance – Chinese Acrobats	X		1,800	
Angelina Arts Alliance – Couple of Blaguards	X		2,000	
Angelina Arts Alliance – Cowboy Songs	X		1,600	
Angelina Arts Alliance – Kid Prov	X		2,000	
Angelina Arts Alliance – Laser Voyage	X		1,500	
Angelina Arts Alliance – Rockapella	X		1,800	
Angelina Beautiful Clean / TX Trashoff	X		3,000	News story
Angelina Chamber – Business Showcase	X		2,000	News
Army National Guard – TAB		X	29,000	
Better Business Bureau	X		2,000	
Blood Center E. Tx. – Summer Blood Drive	X		10,800	News
Chamber Coalition – Drug Free All Stars	X		23,100	Website, participation
Chamber Coalition for a Better Comm. – Web contest	X		6,000	Website
CISC / GODTEL Coats for Kids	X		19,500	News, website
City of Lufkin Recycling	X		14,600	
Get Hooked on Fishing Not Drugs		X	15,700	
Home Builders Association	X		1,800	
Jr. Achievement – Bowl a Thon	X		3,900	
KTRE Community Calendar	X		496,000	
Lufkin Lions Club – Home Show	X		17,800	
Lufkin Recycling	X		14,600	
Lufkin State School – Sunshine Golf Tourney	X		3,000	
Main Street Lufkin – Downtown Hoedown	X		4,000	News Story
Main Street Lufkin – Gala Night	X		4,700	
Main Street Lufkin – Hoedown Slide	X		1,800	News Story, participation
Main Street Lufkin – Street Improvements	X		108,300	Website
March of Dimes – WalkAmerica	X		8,200	
MDA Telethon	X		59,000	
Military Greetings	X		69,500	
Crimestoppers	X		156,100	News story
Nacogdoches CVB – 9 Flags Festival	X		6,400	News
Nacogdoches Heritage Foundation – Chili Cookoff	X		5,500	News story, participation
Nacogdoches Heritage Foundation – Lawnmower Races	X		6,300	News story, participation
Nacogdoches Jaycees – Bowl for Kid's Sake		X	2,000	
Nacogdoches United Way	X		15,400	participation
National Wild Turkey Found. – Women in the Outdoors	X		11,400	

Pineywoods Fair Feed the Needy	X		10,700	Participation, news story
Pineywoods Fine Arts – In the Mood	X		3,800	
Pineywoods Fine Arts Assoc. – Ain't Misbehavin	X		2,700	
Pineywoods Fine Arts Association – 5 th Dimension	X		2,700	
Pineywoods Fine Arts Association – Don McLean	X		2,400	
Pineywoods Fine Arts Association – Don Williams	X		1,800	
Pineywoods Fine Arts Association-Mantovani Orchestra	X		3,600	
Project Safe Neighborhoods - TAB		X	39,300	
Salvation Army – We're Always Here		X	22,600	
Temple Cancer Center – Bill Shelton's Totally Awesome...		X	9,000	
Texas Legislature – B on Time	X		41,800	
Tx State Forest Festival - Lumberjack	X		5,000	
Tx. State Forest Festival – Generic	X		5,000	News
Tx. State Forest Festival – Hushpuppy Olympics	X		5,000	
Tx. Workforce Commission		X	1,200	
TxDOT – 60,000 Reasons		X	75,400	
West Nile Prevention - TAB		X	12,200	
TOTAL			\$1,447,700	